

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

INVENTORS: Bjorn Espenes  
Terry Haas  
Jalali Hartman  
Eric Maas

ASSIGNEE: n/a

SERIAL NUMBER: n/a

DATE FILED: n/a

TITLE: METHOD AND SYSTEM FOR MANAGING ON-LINE  
SELLING

ATTORNEY DOCKET: 4279 P



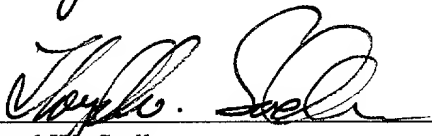
Assistant Commissioner for Patents  
Box PATENT APPLICATION  
Washington, DC 20231

**COVER LETTER**

Honorable Assistant Commissioner:

Enclosed herewith please find the following documents comprising a United States patent application: (1) specification, claims and drawings, (2) declaration of inventor(s), (3) fee calculation sheet, (4) fee, (5) statements of small entity status, (6) information disclosure statement and form(s) 1449, and (7) return receipt postcard.

Respectfully submitted this 4<sup>th</sup> day of August, 2000.

  
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JC866 U.S. PTO  
08/04/00

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

JC866 U.S. PTO  
09/633050  
08/04/00

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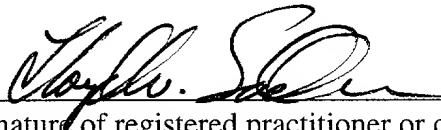
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**CERTIFICATE OF MAILING**

Honorable Assistant Commissioner:

I hereby certify that the attached paper of fee (Patent Application) is being deposited with the United States Postal Service as "Express Mail Post Office to Addressee," Express Mail Mailing Label Number EK734883318US, (under 37 C.F.R. § 1.10) on this 4th day of August, 2000 with sufficient postage and in an envelope addressed to the Assistant Commissioner for Patents, Washington, DC 20231.



Signature of registered practitioner or other person having a reasonable basis to expect mailing to occur on the date of deposit shown pursuant to 37 C.F.R. § 1.8(a) or person actually making deposit pursuant to 37 C.F.R. § 1.10(b).

Lloyd W. Sadler, Reg. No. 40,154

Name of person whose signature is given above

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Assistant Commissioner for Patents  
Box PATENT APPLCIATION  
Washington, DC 20231

**VERIFIED STATEMENT (DECLARATION)  
CLAIMING SMALL ENTITY STATUS****--INDEPENDENT INVENTOR--  
(37 CFR 1.9(c), (f) and 1.27(b))**

Honorable Assistant Commissioner:

As the below named inventor, I hereby declare that I qualify as an independent inventor as defined in 37 CFR § 1.9(c) for the purposes of paying reduced fees under section 41(a) and (b) of Title 35, United States Code, to the Patent and Trademark Office with regard to the invention entitled **METHOD AND SYSTEM FOR MANAGING ON-LINE SELLING** described in a patent application filed herewith.

I have not assigned, granted, conveyed or licensed and I am not under any obligation under contract or law to assign, grant, convey or license any rights in the invention to any person who could not be classified as an independent inventor under 37 CFR § 1.9(c) if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 CFR § 1.9(d) or a nonprofit organization under 37 CFR § 1.9(e).

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of

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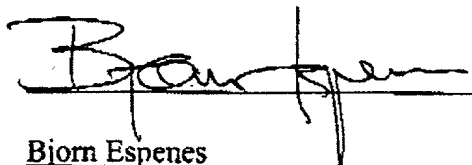
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paying, the earliest of the issue fee or any maintenance fee due after the due date on which status as a small entity is no longer appropriate. (37 CFR § 1.28(b)).

I hereby declare that all statements made herein are of my own knowledge and are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

Signature of Inventor:



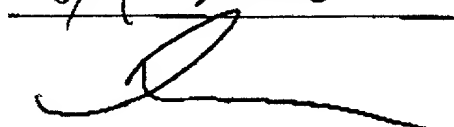
Name of Inventor:

Bjorn Espenes

Date:

8/4-2000

Signature of Inventor:



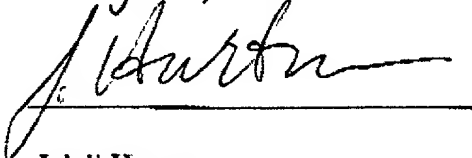
Name of Inventor:

Terry Haas

Date:

Aug. 4, 2000

Signature of Inventor:



Name of Inventor:

Jalali Hartman

Date:

8/4-2000

Signature of Inventor:



Name of Inventor:

Eric Maas

Date:

8/4/2000

004080-05025900

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

INVENTORS: Bjorn Espenes  
Terry Haas  
Jalali Hartman  
Eric Maas

ASSIGNEE: n/a

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Assistant Commissioner for Patents  
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Washington, DC 20231

**VERIFIED STATEMENT (DECLARATION)  
CLAIMING SMALL ENTITY STATUS****--SMALL BUSINESS CONCERN--  
(37 CFR 1.9(f) AND 1.27(c))**

Honorable Assistant Commissioner:

I hereby declare that I am

- ☐ the owner of the small business concern identified below:
- ☒ an official of the small business concern identified below and that I am  
empowered to act on behalf of said corporation:

NAME OF CONCERN: StoreBusters, Inc.

ADDRESS OF CONCERN: 2855 Cottonwood Parkway  
Suite 100

004020-03026960

Salt Lake City, Utah 84121

I hereby declare that the above identified small business concern qualifies as a small business concern as defined in 13 CFR § 121.3-18, and reproduced in 37 CFR § 1.9(d) for purposes of paying reduced fees under section 41(a) and (b) of Title 35, United States Code, in that the number of employees of the business concern, including those of its affiliates, does not exceed 500 persons. For the purposes of this statement, (1) the number of employees of the business concern is the average over the previous fiscal year of the concern of the persons employed on a full-time, part-time or temporary basis during each of the pay periods of the fiscal year, and (2) concerns are affiliates of each other when either, directly or indirectly, one concern controls or has the power to control the other, or a third party controls or has the power to control both.

I hereby declare that rights under contract or law have been conveyed to and remain with the small business concern identified above with regard to the invention, entitled **METHOD AND SYSTEM FOR MANAGING ON-LINE SELLING** by the above-named inventors described in

- ☒ the specification filed with this declaration.
- ☐ application Serial No. \_\_\_\_\_, filed \_\_\_\_\_.
- ☐ Patent No. \_\_\_\_\_, issued \_\_\_\_\_.

If the rights held by the above-identified small business concern are not exclusive, each individual, concern or organization having rights to the invention is listed below and no rights to the invention are held by any person, other than the inventor, who could not qualify as an independent inventor under 37 CFR § 1.9(c) if that person made the invention, or by any concern which would not qualify as a small business concern under 37 CFR § 1.9(d), or a nonprofit organization under 37 CFR § 1.9(e).

- ☒ no such person, concern or organization exists.
- ☐ each such person, concern or organization is listed below:

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

INDIVIDUAL                      SMALL BUSINESS ENTITY  
NONPROFIT ORGANIZATION

I acknowledge the duty of the small business concern to file, in this application or patent,

notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the due date on which status as a small entity is no longer appropriate. (37 CFR § 1.28(b)).

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

On Behalf of:

Storebusters, Inc

NAME OF PERSON SIGNING:

Terry R. Haas

TITLE OF PERSON SIGNING:

President & C.O.O.

SIGNATURE: 

DATE:

Aug. 4, 2000

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**SPECIFICATION**

1

2

To all whom it may concern:

3

Be it known that Bjorn Espenes, a citizen of Norway, and Terry Haas, Jalali

4

Hartman, and Eric Maas, citizens of the United States of America, have invented a new

5

and useful invention entitled METHOD AND SYSTEM FOR MANAGING ON-LINE

6

SELLING of which the following comprises a complete specification.

7

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# METHOD AND SYSTEM FOR MANAGING ON-LINE SELLING

## Background of the Invention

Field of the Invention. This invention relates to methods and system for on-line selling.

More specifically, this invention relates to methods and systems for on-line selling, which identifies targeted buyers and places on-line product marketing information at the preferred on-line locations of the targeted buyers.

Description of Related Art. A variety of different on-line marketing and/or selling systems are well known in the art, however, typically these previous methods require the potential buyer to find the web site where the product information is posted.

The reader is referred to the following U.S. patent documents for general background material: 4,703,423, 4,789,235, 4,850,007, 5,099,422, 5,105,184, 5,220,501, 5,305,195, 5,319,542, 5,347,632, 5,377,354, 5,442,771, 5,446,919, 5,515,270, 5,537,314, 5,566,353, 5,584,025, 5,590,197, 5,594,910, 5,636,346, 5,715,399, 5,717,923, 5,724,521, 5,727,163, 5,729,594, 5,740,549, 5,764,601, 5,768,521, 5,796,945, 5,862,223, 5,930,769, 5,933,811, 5,949,044, 5,954,582, 5,987,464, 5,987,480, 5,991,751, 6,026,368, 6,029,141, 6,049,787, 6,058,417 and 6,067,532. Each of these patent documents is hereby incorporated by reference in its entirety for the material container therein.

## Summary of the Invention

It is desirable to provide a method and system that facilitates the automated on-line selling services by placing product promotional materials in on-line locations where

1 targeted buyers are likely to encounter them. It is also desirable to collect data on  
2 product attributes and e-commerce activity.

3 Therefore, it is an object of this invention to provide a method and system for  
4 enhancing automated on-line selling services by placing product information on the  
5 world-wide-web in front of targeted buyers.

6 It is another object of this invention to provide a method and system for  
7 enhancing on-line selling that includes collecting data on product attributes and e-  
8 commerce activity.

9 A further object of this invention is to provide a method and system for enhancing  
10 on-line selling that creates e-commerce relationships with product vendors, including e-  
11 retailers, manufacturers, and/or brick-and-mortar resellers.

12 Another object of this invention is to provide a method and system for enhancing  
13 on-line selling that creates an electronic inventory of items to be sold, which includes  
14 agreed upon information and identification.

15 A still further object of this invention is to provide a method and system for  
16 enhancing on-line selling that dynamically creates "Product Pages" for each product,  
17 using content derived dynamically.

18 It is another object of this invention to provide a method and system for  
19 enhancing on-line selling that automatically posts product information to a variety of e-  
20 commerce marketplaces, including, but not necessarily limited to auctions, community  
21 sites, e-malls, on-line classifieds, on-line exchanges, order aggregation sites and virtual  
22 marketplaces and comparison shopping sites.

1 It is a still further object of this invention to provide a method and system for  
2 enhancing on-line selling that dynamically creates an on-line product catalog to reflect  
3 current products and prices.

4 It is a further object of this invention to provide a method and system for  
5 enhancing on-line selling that includes an automated e-mail communication process for  
6 conducting transactions.

7 A still further object of this invention is to provide a method and system for  
8 enhancing on-line selling that includes a variety of management data reporting tools.

9 Another object of this invention is to provide a method and system for enhancing  
10 on-line selling that includes a method of setting and adjusting evaluation criteria based on  
11 client preferences as well as collected data.

12 These and other objects of the invention are achieved by the method and system  
13 herein described and are readily apparent to those of ordinary skill in the art upon review  
14 of the following drawings, detailed description and claims.

#### 15 **Brief Description of the Drawings**

16 In order to show the manner that the above recited and other advantages and  
17 objects of the invention are obtained, a more particular description of the preferred  
18 embodiments of this invention, which is illustrated in the appended drawings, are  
19 described as follows. The reader should understand that the drawings depict only a  
20 present preferred and best mode embodiment of this invention, and are not intended to be  
21 considered as limiting in scope. A brief description of the drawings is as follows:

22 Figure 1 is a schematic of the relationships of this invention.

23 Figure 2 is a top-level block diagram of the preferred system of this invention.

1           Figure 3 is the a top-level process flow chart of the preferred method of this  
2 invention.

3           Figure 4 is a detailed process flow diagram of the preferred method and system of  
4 this invention.

5           Figure 5 is a detailed process flow diagram of the automated e-mailer process.

6           Figures 6a and 6b are a representative product page used in this invention.

7           Figure 7 is a diagram of the current preferred computer hardware and  
8 communication connections of this invention.

9           Figures 8a, 8b, and 8c are relationship diagrams of the present preferred database  
10 of this invention.

11           Reference will now be made in detail to the present preferred embodiment of the  
12 invention, examples of which are illustrated in the accompanying drawings.

13                           **Detailed Description of the Invention**

14           This invention is a method and system for facilitating and enhancing the  
15 placement of product marketing on e-commerce Internet sites. By gathering information  
16 on the activity of product marketing placement, evaluating such information and using  
17 the evaluation of the information to refine the product marketing placement of present  
18 and future products. This invention provides the complete e-commerce solution,  
19 including receiving product and client information, mapping product data to market place  
20 scheme, producing dynamic product data web sites, placing such dynamic product web  
21 sites on selected web market places, tracking activity on placed product web sites,  
22 performing e-commerce transactions, reporting results to clients, developing filters to  
23 refine market place broadcasting, and e-mail follow-up messaging.

1           Figure 1 depicts a schematic of the relationships of this invention. As shown here  
2 this invention 100 is positioned between the suppliers of products 101a-g and e-  
3 commerce marketing sites 102a-i. For the purposes of this disclosure the term “client”  
4 shall be defined to be the person, company or organization which has products to sell; the  
5 term “product” shall be defined to mean goods, services, financial instruments and/or  
6 information; the term “e-commerce” shall be defined to mean transactions whether  
7 financial, barter or other, which makes use of electronic communications channels,  
8 typically currently understood to be the World-Wide-Web or the Internet (each of which  
9 for the purposes of this disclosure shall be considered as synonyms); the term “web  
10 pages” shall be defined to mean organized information presented using the World-Wide-  
11 Web or the Internet.

12           This invention solves a fundamental e-commerce inefficiency, namely that while  
13 the Internet is constantly changing Internet product placement marketing is either static or  
14 requires specific intensive human labor to keep updating the placement of the product  
15 marketing on the sites. Moreover, this invention addresses the problem of ensuring that  
16 Internet product information is placed at Web sites where the likely product purchasers  
17 are most likely to encounter them. Although there is a very high volume of access traffic  
18 on the World-Wide-Web (the “Web”), generally this traffic is concentrated on access to a  
19 relatively small number of large sites and portals. Nevertheless, products are generally  
20 spread out over an almost infinite number of on-line seller specific Web sites. Simply  
21 put, this invention addresses the problem that products and Internet traffic (or buyers) are  
22 not located on the Web in the same places.

1           This invention is a method and system for providing an automated on-line selling  
2 service that generates transactions by bringing together products and buyers. Client's  
3 products are analyzed and mapped to the most appropriate Internet locations, or market  
4 places 102i. Such Internet market places 102a-i currently include such Internet sites or  
5 portals as on-line malls, auction sites, on-line classifieds, on-line communities,  
6 comparative pricing sites, and the like. Currently, such companies as Amazon, E-bay and  
7 Yahoo maintain such sites. In its current preferred embodiment, this invention supports  
8 the product placement of many hundreds of thousands of products on any appropriate  
9 Internet sites. For each product placement, the present embodiment of this invention  
10 collects and stores approximately 50 data elements, as well as client specific information  
11 used in evaluating the performance of the system in meeting client objectives. Activity  
12 on each product placement can generate tens of thousands of statistics per week. These  
13 statistics are mined by this invention to automatically evaluate and improve its  
14 performance, both for a specific product placement and future product placements. These  
15 statistics are also used to generate activity reports for clients. An e-mail process is  
16 provided to contact buyers and potential buyers either for direct solicitations, customer  
17 satisfaction surveys or follow-up. In its present preferred embodiment, the process of this  
18 invention is written in Java, Java servlets, JSP, and JSQL and executes on an Oracle 8i  
19 database platform. The software used in the present preferred embodiment currently runs  
20 on the Linux operating sytem and is designed to be hardware platform independent and to  
21 be highly scalable.

22           This invention provides two major benefits: reduced customer acquisition cost  
23 and increased e-commerce sales. Customer acquisition cost reduction is achieved by

1 broadcasting products to numerous selected e-market places, which deliver high volume,  
2 targeted traffic. Increased revenue from e-commerce sales results from leveraging  
3 transaction data that is collected, stored, mined and evaluated, by this invention, to detail  
4 where, when and at what price client products are selling. The placement of Internet  
5 marketing information is continuously improved by applying this transaction data,  
6 thereby continually improving selling effectiveness.

7         Within the system of this invention are three primary components: Product  
8 Broadcasting 103; Product Page Generation 104; and Data Collection / Data Mining 105.  
9 Additional components of this invention include: Client Set-up 106, Client Reporting  
10 107, and e-mail manager 108.

11         The Product Broadcasting 103 component performs the function of listing a client  
12 product 101 on one or more targeted, high traffic e-commerce market places 102 where  
13 product sales are facilitated. In the present preferred embodiment of this invention the e-  
14 commerce market places targeted include online auction sites 102a, online catalogs 102b,  
15 Internet malls 102c, comparison shopping sites 102d, online classified advertisement sites  
16 102e, online exchanges 102f, order aggregation sites 102g, virtual marketplaces 102h and  
17 other similar sites 102i. Some of the current marketplaces identified for targeting by this  
18 invention include: e-bay, yahoo!, amazon.com, fairmarket, boxlot, msn, lycos auctions,  
19 eDeal, Auctions.com, 321Gone, GoTo, 2theMart, MySimon, GoTo Shop, Auction Rover,  
20 Nextag, CNET, ShopMarket, Addashop.com, Vstore.com, PointClick, VerticalNet, North  
21 Sky, Web Loyalty, OrderTrust, Microsoft bCentral, Onvia.com, Tradeout.com,  
22 RedTagBiz, DoveBid, Liquidation.com, WholesaleCentral.com, Close-Out-News.com,  
23 ValueAmerica.com, Roxy.com Barnes & Noble, TurboPrice.com Jewelry.com and

1     excite. The system of this invention uses the information in a data repository to optimize  
2     the channel selection and mapping for each client and/or product. This e-commerce  
3     market channel selection is adjusted on an ongoing basis as the data collection increases.  
4     Posting and transaction data are used with client information / objectives to generate  
5     performance reports, which are utilized to continually refine product-listing strategies for  
6     each client.

7             Product Page Generation 104 is the component of this invention that dynamically  
8     generates unique, custom product pages, based on the identified e-commerce sites and the  
9     particular client products. An example of a typical product page is shown in figures 6a  
10    and 6b. This Product Page Generation 104 uses system templates that blend online  
11    merchandising expertise and with adaptive technology for dynamically configuring the  
12    product page to meet the requirements of a particular e-commerce marketplace.

13            The Data Collection / Data Mining component 105 of this invention is used to  
14    continually define and refine e-commerce marketplace filters used in selecting  
15    marketplaces and for refining product placement templates. Data is collected concerning  
16    product placement activity and sales transactions. This collected data is mined, analyzed,  
17    interpreted and combined with client-specific, transaction-based product information and  
18    customer purchasing data to optimize the appropriate e-commerce channel mix and  
19    product offerings. In the present preferred embodiment, this invention collects and stores  
20    over fifty data elements for each product posting. These data elements include such  
21    information as a product's unique description, portal characteristics, posting details, and  
22    click and bid activity. The data is analyzed after every product-posting period. The  
23    results of this analysis provide a blueprint of which product and sales variables should be



1 modified to improve future postings. Artificial intelligence techniques are preferably  
2 employed to evaluate the data and to automatically place increasingly effective product  
3 pages on the Internet.

4 Figure 2 shows a top-level block diagram of the preferred system of this  
5 invention. As noted above, the primary objective of this invention is to place products in  
6 front of targeted buyers, thereby resulting in e-commerce transactions. A complementary  
7 objective of this invention is to collect and evaluate data on product attributes and e-  
8 commerce activity. Once client information has been acquired, product information 201  
9 is imported into the system and database of this invention. Typically, product  
10 information 201 is provided in comma delimited spreadsheets or database files, although  
11 other alternative organizations of product information can be collected on other formats.  
12 Automated importation of product information using XML or other technology can also  
13 be used. Once product information 201 is entered into the database, feedback 202 is  
14 provided both to clients and the product placement engine 205 of the invention.  
15 Merchandise management 203 is provided, in communication with the feedback 202, to  
16 map the product data into Web templates for placement in the e-commerce marketplace.  
17 Presently the product data is mapped initially into product categories using either manual  
18 or algorithmic automatic methods. Product pages, which are typically mini- e-commerce  
19 websites, are created in the sales, site and product data function 204, for each product.  
20 The content of the product pages is provided dynamically using the client's web server  
21 and/or a dedicated web server. The developed product pages are placed by the product  
22 placement engine 205 in such a manner as to be located where targeted traffic or buyers  
23 206 are likely to be found.

1           Figure 3 shows the a top-level process flow chart of the preferred method of this  
2 invention. Initially client information is acquired and loaded in to a database during the  
3 Client Set-Up and Maintenance step 301. A client can be a manufacturer, a distributor, a  
4 retailer, an e-tailer, an individual or any other entity desiring to place products, services  
5 or financial instruments in the e-commerce marketplace. This step 301 provides the  
6 interface for entering such client information as name, address, contact, commerce related  
7 terms and conditions, taxes, payment options, shipping terms, credit, and returns policies.  
8 If available a client logo can also be entered in the client database. Clients may have a  
9 wide range of objectives with respect to the marketing of their products. Such objectives  
10 include, but are not necessarily limited to sales volume, profit maximization, customer  
11 development, product or corporate image enhancement or exposure. Client objectives are  
12 also entered in the client database for use in e-commerce marketplace filtering. Next,  
13 product information is received 302. As previously described, product information can  
14 be provided in a spreadsheet, a comma delimited list, an XML database or other  
15 computer file format. Typical product data includes: manufacturer product numbers,  
16 description, price, quantities available, images or paths to image, and the like. Product  
17 data is mapped 303 to a product category schema. This invention, in its preferred  
18 embodiment, provides a product category schema, which acts as an intermediary  
19 mapping for categorizing products to the various different product categories as defined  
20 by the various e-commerce sites. In its present preferred embodiment this mapping is  
21 performed using a table look-up method. Also, in this step 303, the product heading is  
22 defined. Generally, the product heading is the description used in a market place search  
23 engine. The product information is assigned to a Web template. Product templates are

1 previously Web site forms that have incorporated therein links to facilitate e-commerce.

2 The product templates are thus generally more than just a Web page, they are designed to

3 be standalone e-commerce Web sites. The template is populated 305, by product data

4 and client data. During this step, the template appearance and features are dynamically

5 adjusted to meet the requirements and differences of each particular selected e-commerce

6 marketplace. Pricing and other information can be adjusted and/or updated as

7 appropriate to the market place or the change in circumstances. The populated Web

8 template is next broadcast 306 to a network of on-line e-commerce marketplaces, for

9 which interfaces have been written. These interfaces can be custom developed or can

10 simply be a pseudo login, or similar means, to the marketplace site. It is worth noting

11 that each template-generated site has a unique ID, which is associated with the client,

12 marketplace, product, and time stamps. Marketplaces can be local, national, or

13 international. Along with the automatic posting of product pages to e-commerce Web

14 sites, a product catalog is also dynamically created to reflect the current products listed

15 by a client on an individual site basis, during the broadcast step 306. Auto posting, or

16 broadcasting, can occur in a variety of ways. Bulk upload interface specifications are

17 published by many e-commerce sites. This invention automates the uploading even to

18 those sites without such systems. Activity is tracked 307 with hit counters or other

19 similar devices. The tracked activity includes such activities as: page views, marketplace

20 connections, click throughs to client home page, view of on-line catalogs, e-mail

21 information requests, bid activity on an auction site, orders, purchases and the like. In the

22 preferred embodiment, orders are driven by a BUY button, and may be single click or

23 multiple step process. After a BUY is initiated, sales and shipping or other delivery

1 information is collected 308. This information typically includes such information as  
2 credit card verification, product, price, quantity, ship to address, payment options, tax  
3 collections, and other order information. The sales and shipping information is then  
4 communicated 309 to the client for transaction completion. Reporting to clients may  
5 include sales reports, technical and sales management reports, and sophisticated  
6 multivariate analysis, which can be used in client market research. In the present  
7 embodiment, Perl libraries and SQL Server/Crystal reports are used for generating the  
8 simple reports and SPSS and other standard statistical packages are used for doing the  
9 more complex data analysis. In its preferred embodiment, this communication is  
10 accomplished via a secure Web site, encrypted e-mail, or XML connection to the client's  
11 accounting submission. Based on the results and data gathered in the Track Activity step  
12 307, which preferably are statistically analyzed, the market broadcasting filters are  
13 refined 310 for updating current product placement and for use in future product  
14 placement. These filters include the client objectives determined in the client set-up and  
15 maintenance step 301. The filters are used in the marketplace placement used in the data  
16 mapping of step 303. Follow-up e-mail can be sent 311 to customers for the purpose of  
17 confirming orders, collecting marketing information, customer surveys, direct sales  
18 solicitations, and the like.

19 Figure 4 shows a detailed process flow diagram of the preferred method and  
20 system of this invention. This view of the system of this invention shows the  
21 interrelationship of the various component parts of the system. Client inventory  
22 information 401 is stored in a database. This information 401 is provided by the client  
23 405. The client inventory information 401 is passed to the Internet 402 as well as to a

1 database import process 406. This database import process 406 is preferably  
2 accomplished via XML or file transfer of HTML (screen scrapping). The database  
3 import process 406 transfers product information to the Storebusters database 413. The  
4 Internet 402 communicates with posting logic 403, which performs the e-commerce  
5 marketplace posting function. The result of the posting logic 403 is the placement of the  
6 product information on one or more online marketplaces 404. The Internet 409 also  
7 provides the communication between the online marketplaces and order management 408  
8 and the collection of transaction data 412. Order management 408 is linked to customer  
9 notification 407, which communicates, typically by e-mail, to the customers 416.  
10 Customers 416 interact with the online marketplaces 404 via customer activity 415  
11 communicated over the Internet 414. Transaction data 412 is collected and stored in the  
12 StoreBusters database 413. This transaction data 412 is used to revise the posting logic  
13 411 used in the selection of the marketplace 403. The client product information 401 can  
14 also provide a revised product mix 410 via the Internet channel 401. The components  
15 within the dashed lines are included in the preferred embodiment of the invention 100.

16 Figure 5 shows a detailed process flow diagram of the automated e-mailer  
17 process. The e-mailer process 311 is used to communicate with customers, potential  
18 customers and clients. In the preferred embodiment of this invention, a series of e-mail  
19 filters parse the high volume of messages from the various auction sites. Based on the  
20 protocol of the particular auction site, confirmation of bid submission, auction status,  
21 auction end, winning bidder and other similar e-mails provide primary feedback to the  
22 bidder (or customer) and/or the client. Insignificant e-mails are generally discarded, with  
23 important e-mails forwarded to merchandize management and client. Certain e-mail will

1 trigger scripts that drive the product posting process. E-mail confirmation of  
2 individual product or batch uploads is typically made. An automatic e-mail function is  
3 described in this figure 5. When an auction ends 501 successfully (with a winning bidder),  
4 an HTML email is sent to the winning bidders 508. This e-mail 509 contains a link to a  
5 credit card payment form, which has an item and has price fields already completed.  
6 After filling in the remaining information, the winning bidder's order is sent 510 directly  
7 to vendor's warehouse for pick-up, packing and shipping 511, typically the order is sent  
8 via an XML interface. For bidders who did not win the auction 503, an HTML e-mail  
9 504 is sent with information about the winning bid, and a link to a "Dutch auction" where  
10 they can purchase 507 the item for the winning bid price. If they make the purchase, they  
11 are directed to the credit card payment form and the order is processed 510 as described  
12 above.

13       Figures 6a and 6b show a representative product page used in this invention.  
14 Product pages, actually small Web sites, are dynamically created for each product. The  
15 content of the product pages is provided dynamically from the client's Web server and/or  
16 a dedicated system Web server. This representative product page 600, shown in figure  
17 6a, has a marketplace display section 601, which identifies the e-commerce marketplace  
18 on which this product page is placed. A number of links 602 are provided for connecting  
19 to alternative Web sites, including shown here a catalog site, an information site, an e-  
20 mail portal, and other information links. An information screen 603 is provided for the  
21 display of product information. As can be seen in figure 6b, several links 607 are  
22 provided for placing a bid or getting help on placing a bid. A second information screen  
23 605 is provided to give information about the marketplace site. Payment options 606,

1 shipping and returns 609, e-mail correspondence 609, catalog, and homepage 611 links  
2 are also provided. The purpose of this example product page 600 is to show one  
3 preferred product page configuration, not to limit the product pages of this invention to  
4 this particular configuration.

5 Figure 7 shows a diagram of the current preferred computer hardware and  
6 communication connections of this invention. This invention makes use of specific  
7 computer software developed to perform the objectives of this invention. The preferred  
8 computer hardware on which the computer software of this invention executes is shown  
9 in this figure 7. The present preferred hardware communicates using an Ethernet link  
10 705. Connected to the Ethernet link 705 is a disk storage device 712, along with a variety  
11 of servers, including at least two database servers 710a,b, at least two application servers  
12 709a,b, at least two Web servers 708a,b, at least two redundant e-mail servers 703a,b.  
13 Load balancing hardware 707a, b is provided. At least two layer 3 switches HSRP  
14 701a,b are connected through a set of firewalls 702a,b,c,d to the Ethernet 705 connected  
15 hardware system.

16 Figures 8a, 8b, and 8c are relationship diagrams of the present preferred database  
17 of this invention. Vendor Status 801 is connected Vendor Logins 803. Vendor Logins  
18 803 is connected to Portals 810, Listings 806, and Vendors 830. Vendors 830 connects  
19 with Portal Settings 802, Vendor Pay Map 827, Vendor Rep. Map 826, Listing Extras  
20 829, Vendor Notes 831, Portal Activation Keys 833, E-Mail Queries 808, Vendor  
21 Products 845, Batches 837, Payment Types 835, Color Schemes 834, After Auction 851,  
22 Vendor Stat. Uses 852, and Vendor Contacts Map 855. Portal 810 is also connected to  
23 Portal Settings 802, Portal Features 809, Batch Portal Types 819, Cashed Postings

1 Product Desc. 820, Portal Product Cat. Map. 816, E-Mail Filter 811, Postings 813, Batch  
2 Info. 836, and Portal Activation Keys 833. Referral Domains 804 is connected to Stats  
3 807 and Stat Types 805, which also is connected to Stats 807. Listings 806 is also  
4 connected to Postings 813 and List Results E-Mails 812. Stats 807 is also connected to  
5 E-Mail Queries 808 and Posting E-Mail Queries 832. E-Mail Filter 811 is connected to  
6 E-Mail Action Types 815. List Results E-Mails 812 is connected to Job Schedule 814.  
7 Postings 813 is also connected to Job Schedule 814, Vendor Products 845, Weight Units  
8 821, Batches 837, Posting Status 840, Posting Status Types 839, and Posting E-Mail  
9 Queries 832. Portal Product Cat. Map 816 is connected to Product Categories 817, which  
10 is also connected to Products 818. Products 818 is also connected to Vendor Products  
11 845. Batch Portal Types 819 is connected to Portal Post Types 823 as well as Batch  
12 Portal Map 850. Cached Postings Product Desc. 820 is connected to Vendor Products  
13 845 and HTML Templates 822. Weight Units 821 is also connected to Vendor Products  
14 845. HTML Templates 822 is connected to HTML Template Groups 849. Rep Type 824  
15 is connected to Reps 825, which is connected to Vender Rep Map 826. Vendor Pay Map  
16 827 is connected to Pay Terms 828. Color Schemes 834 is connected to Batches 837 as  
17 well as Color Match 853. Batch Info 836 is connected to Batches 837. Batches 837 is  
18 also connected to Batch Schedules 838, Batch Portal Map 850 and Batch Post Type 854.  
19 Vendor Product Ship Map 841 is connected to Ship Types 842 and Vendor Products 845.  
20 Product Statues 843 is connected to Vendor Products 845. Vendor Products 845 is also  
21 connected to Product Cart Lines 844 and Product Flat Ship Rate 846, which is also  
22 connected to Shipper 848 and Ship Options Types 847. Vendor Contacts Map 855 is  
23 connected to Contacts 856, which is also connected to Contact Types 857 and Order



1     Contacts Map 858. Order Contacts Map 858 is connected to Orders 859, which is also  
2     connected to Order Details 860. Credit Cards 862 is connected to Credit Card Type 863.  
3     Also, provided are Box Lot Cat Map 861 and State Tax 864. This preferred data  
4     structure is provided to further enable a person of skill in the art to comprehend and use  
5     this invention, it is not provided to limit the scope of this invention. It is understood and  
6     expected that alternative data structures could be employed as a foreseeable alternative.  
7     It is the intent of the inventors that such alternatives be considered within the scope of  
8     this invention.

9             The foregoing description is of a preferred embodiment of the invention and has  
10    been presented for the purposes of illustration and description of the best mode of the  
11    invention currently known to the inventor. This description is not intended to be  
12    exhaustive of all possible implementations. Nor is this description intended to limit the  
13    invention to the precise form, connections, components or structure disclosed. Obvious  
14    modifications or variations are possible and foreseeable in light of the above teachings.  
15    This embodiment of the invention was chosen and described to provide the best  
16    illustration of the principles of the invention and its practical application to thereby  
17    enable one of ordinary skill in the art to employ this invention in its various embodiments  
18    and with various modifications as are suited to the particular use contemplated by the  
19    inventor. All such modifications and variations are intended to be within the scope of the  
20    invention as determined by the appended claims when they are interpreted in accordance  
21    with the breadth to which they are fairly, legally and equitably entitled.

## Claims

I claim:

1. A method for enhancing the process of e-commerce, comprising the steps of:

- (A) receiving product information;
- (B) mapping said product information into product categories;
- (C) assigning said product information into a template;
- (D) populating said template with said product information;
- (E) selecting a group of on-line marketplaces;
- (F) broadcasting said populated template to said group of on-line marketplaces;
- (G) tracking activity on said broadcasted templates;
- (H) communicating said activity to a client; and
- (I) refining an on-line marketplace selection criteria.

2. A method for enhancing the process of e-commerce, as recited in claim 1, further comprising receiving and storing client information.

3. A method for enhancing the process of e-commerce, as recited in claim 1, further comprising sending e-mail communication to consumers.

4. A method for enhancing the process of e-commerce, as recited in claim 1, further comprising sending report information to clients.

5. A method for enhancing the process of e-commerce, as recited in claim 1, wherein said receiving product information further comprises receiving description, price and quantity information.

- 1     6.     A method for enhancing the process of e-commerce, as recited in claim 1,  
2     wherein said mapping product information provides a mapping between client products  
3     and multiple e-commerce marketplace sites.
- 4     7.     A method for enhancing the process of e-commerce, as recited in claim 1,  
5     wherein said assigning product information into a template further comprises  
6     dynamically modifying the content of said template based on the selected e-commerce  
7     marketplace site.
- 8     8.     A method for enhancing the process of e-commerce, as recited in claim 1,  
9     wherein said broadcasting further comprises sending a client product populated template  
10    to an on-line marketplace based on the results of prior e-commerce activity.
- 11    9.     A method for enhancing the process of e-commerce, as recited in claim 1,  
12    wherein said tracking activity further comprises collecting data on number of Web site  
13    hits, click throughs, orders and e-mail communications.
- 14    10.    A method for enhancing the process of e-commerce, as recited in claim 1,  
15    wherein said communicating activity to a client further comprises analyzing said tracked  
16    activity, producing a report and sending said report to a client.
- 17    11.    A method for enhancing the process of e-commerce, as recited in claim 1,  
18    wherein said refining an on-line marketplace selection criteria, further comprises  
19    analyzing said tracked activity, comparing said tracked activity with a clients objectives  
20    and modifying a marketplace filter function.
- 21    12.    A method for enhancing the process of e-commerce, as recited in claim 1, further  
22    comprising collecting sales information from e-commerce buyers.

- 1 13. A method for enhancing the process of e-commerce, as recited in claim 12,  
2 wherein said collecting sales information from e-commerce buyers further comprises  
3 collecting credit card, product, price, address and quantity information.
- 4 14. A method for enhancing the process of e-commerce, as recited in claim 4, further  
5 comprising sending e-mail to customers.
- 6 15. A method for enhancing the process of e-commerce, as recited in claim 1,  
7 wherein said on-line marketplace is selected from the group consisting of on-line auction  
8 sites, on-line catalogs, comparison sale sites, classified advertisement sites, on-line  
9 exchange sites, and order aggregation sites.
- 10 16. A method for enhancing the process of e-commerce, as recited in claim 1,  
11 wherein said product information further comprises information selected from the group  
12 consisting of information concerning goods, information concerning services,  
13 information concerning financial information, and information concerning information  
14 sources.
- 15 17. A system for enhancing the process of e-commerce, comprising:  
16 (A) a client product;  
17 (B) an e-commerce site; and  
18 (C) a system for receiving said client product information, identifying said e-  
19 commerce site, wherein said system places client product information on  
20 said e-commerce site in a manner as to target said client product  
21 information to likely e-commerce customers.

1 18. A system for enhancing the process of e-commerce, as recited in claim 17,  
2 wherein said system for receiving said client product information and identifying said e-  
3 commerce site further comprises:

- 4 (1) a client set-up manager;
- 5 (2) a product page designer receiving information with said client set-  
6 up manager;
- 7 (3) a product broadcast tool in communication with said product page  
8 designer;
- 9 (4) a data collector receiving activity data from said broadcast product  
10 pages; and
- 11 (5) a report generator receiving data from said data collector.

12 19. A computational system for enhancing the process of e-commerce, comprising:

- 13 (A) an Internet communication link;
- 14 (B) a server computer connected to said internet communication link, wherein  
15 said server is a computer executing a program which selects appropriate e-  
16 commerce Web sites for the placement of client product information; and
- 17 (C) a storage device connected to said server computer, said storage device  
18 storing a database of client product information.

19 20. A computational system for enhancing the process of e-commerce, as recited in  
20 claim 19, wherein said executing program further comprises creating e-commerce Web  
21 sites using a previously created template.

22 21. A computational system for enhancing the process of e-commerce, as recited in  
23 claim 20, wherein said executing program further comprises dynamically modifying said

1 e-commerce Web site for the specific requirements of a particular e-commerce  
2 marketplace.

3 22. A computational system for enhancing the process of e-commerce, as recited in  
4 claim 19, wherein said executing program further comprises gathering Web site activity  
5 data.

6 23. A computational system for enhancing the process of e-commerce, as recited in  
7 claim 22, wherein said executing program further comprises analyzing said Web site  
8 activity data.

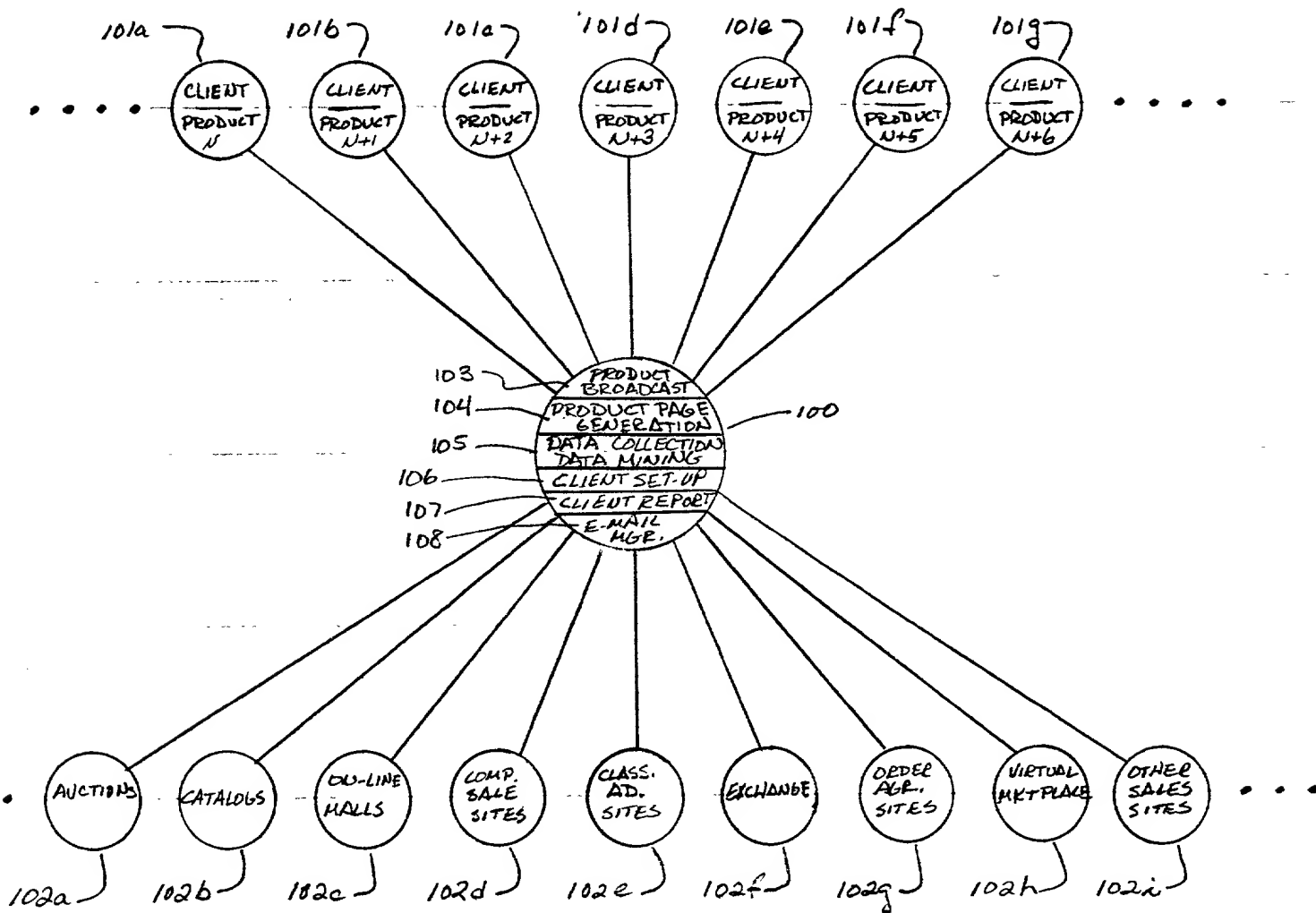
9 24. A computational system for enhancing the process of e-commerce, as recited in  
10 claim 23, wherein said executing program further comprises adapting the selection of e-  
11 commerce marketplaces based on said analyzed Web site activity data.

12 25. An system of e-commerce product information, comprising:

- 13 (A) a set of client product information;
  - 14 (B) a collection of Web page templates;
  - 15 (C) a connection between said collection of Web page templates and one or  
16 more e-commerce marketplaces;
  - 17 (D) a collection of Web page activity data; and
  - 18 (E) a statistical tool for evaluating said collection of Web page activity data.
- 19  
20  
21

## Abstract

A method and system for enhancing e-commerce transactions by placing product marketing information in front of targeted potential customers by analyzing the product, mapping it to one or more product categories, creating dynamic e-commerce Web sites for the product, selecting appropriate e-commerce marketplaces based on previous placement results and client – product objectives, placing the created e-commerce Web site on the appropriate e-commerce marketplaces, collecting data based on activity on the placed Web sites, and updating either or both of the created dynamic e-commerce Web sites or the e-commerce marketplace selection criteria. This invention also manages the transactions associated with the e-commerce facilitated by the process of placing the product information on the selected marketplaces. An e-mail manager is also provided to communicate with buyers and potential buyers as well as product clients.





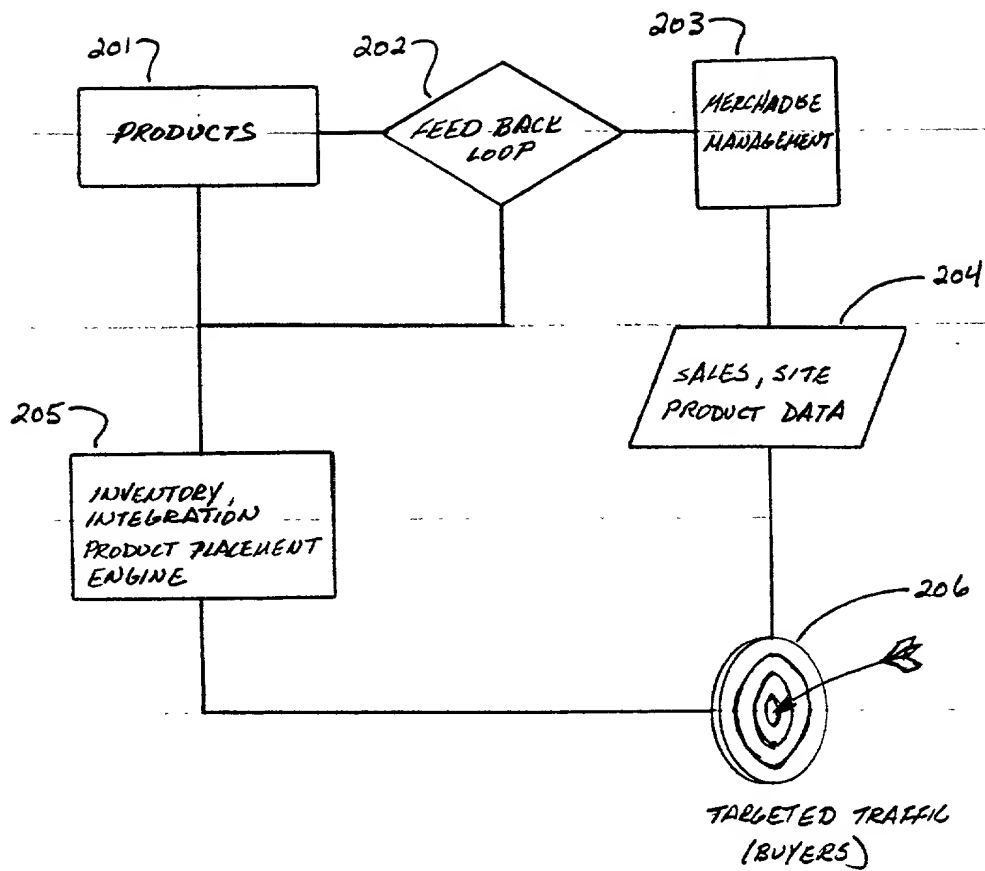


FIGURE 2

001020" 050222Z

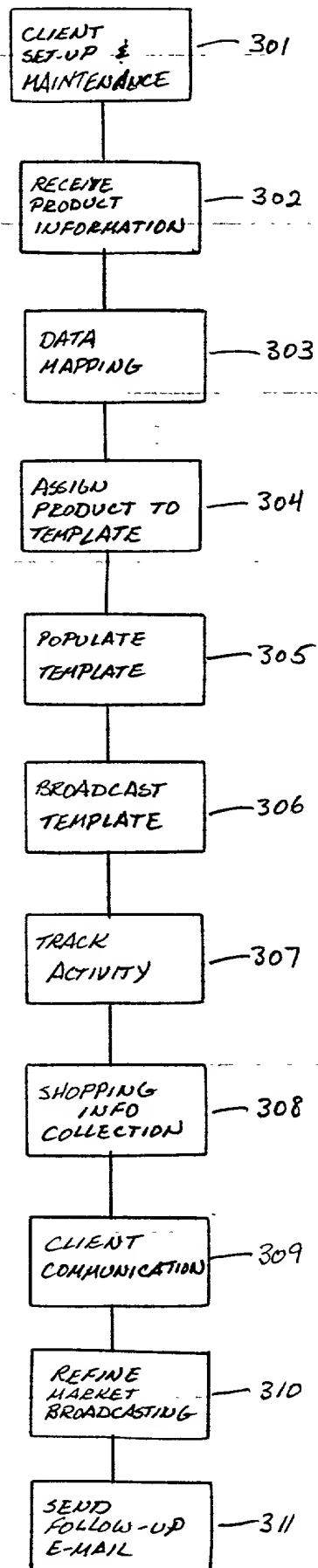


FIGURE 3

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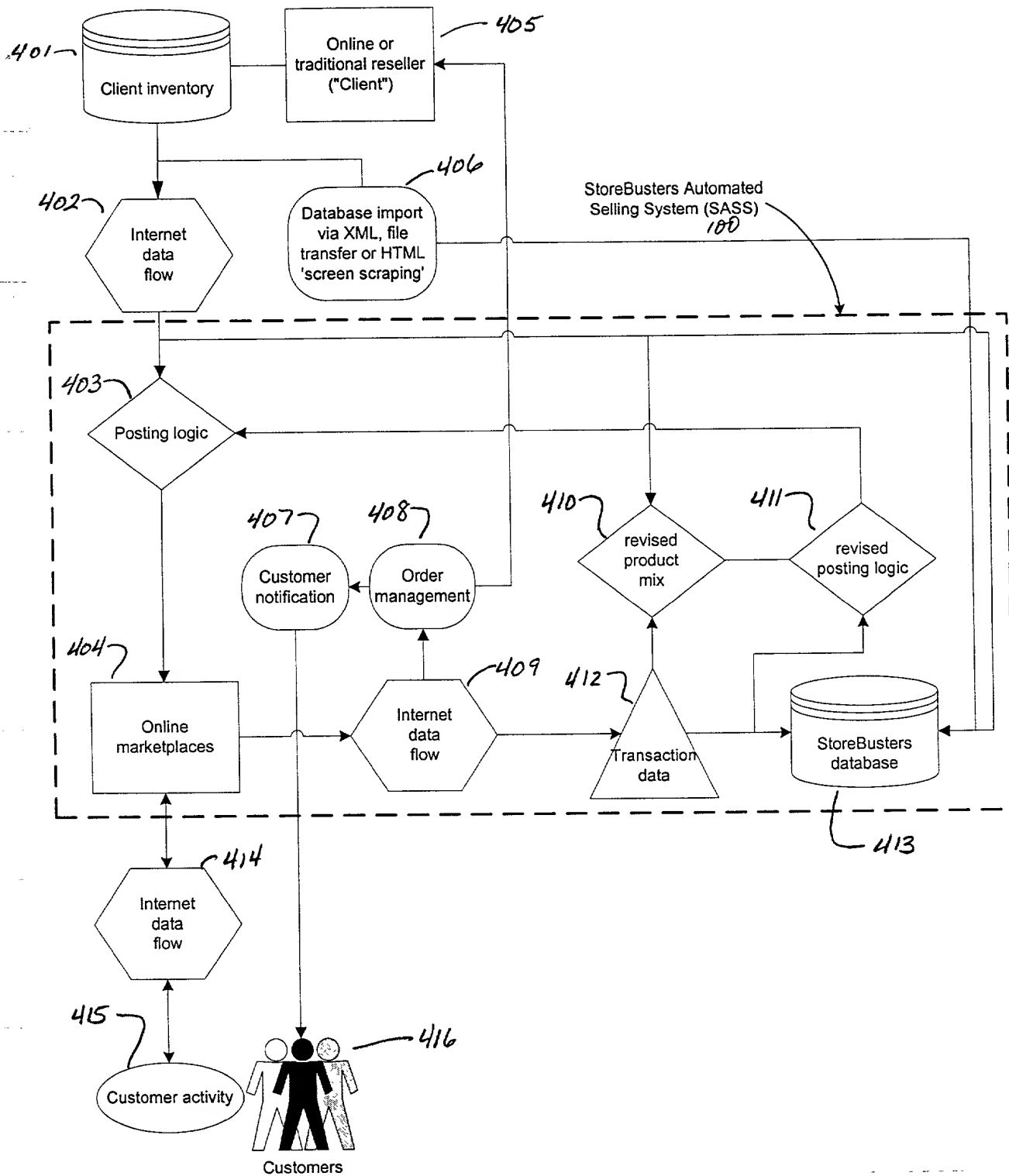


FIGURE 4

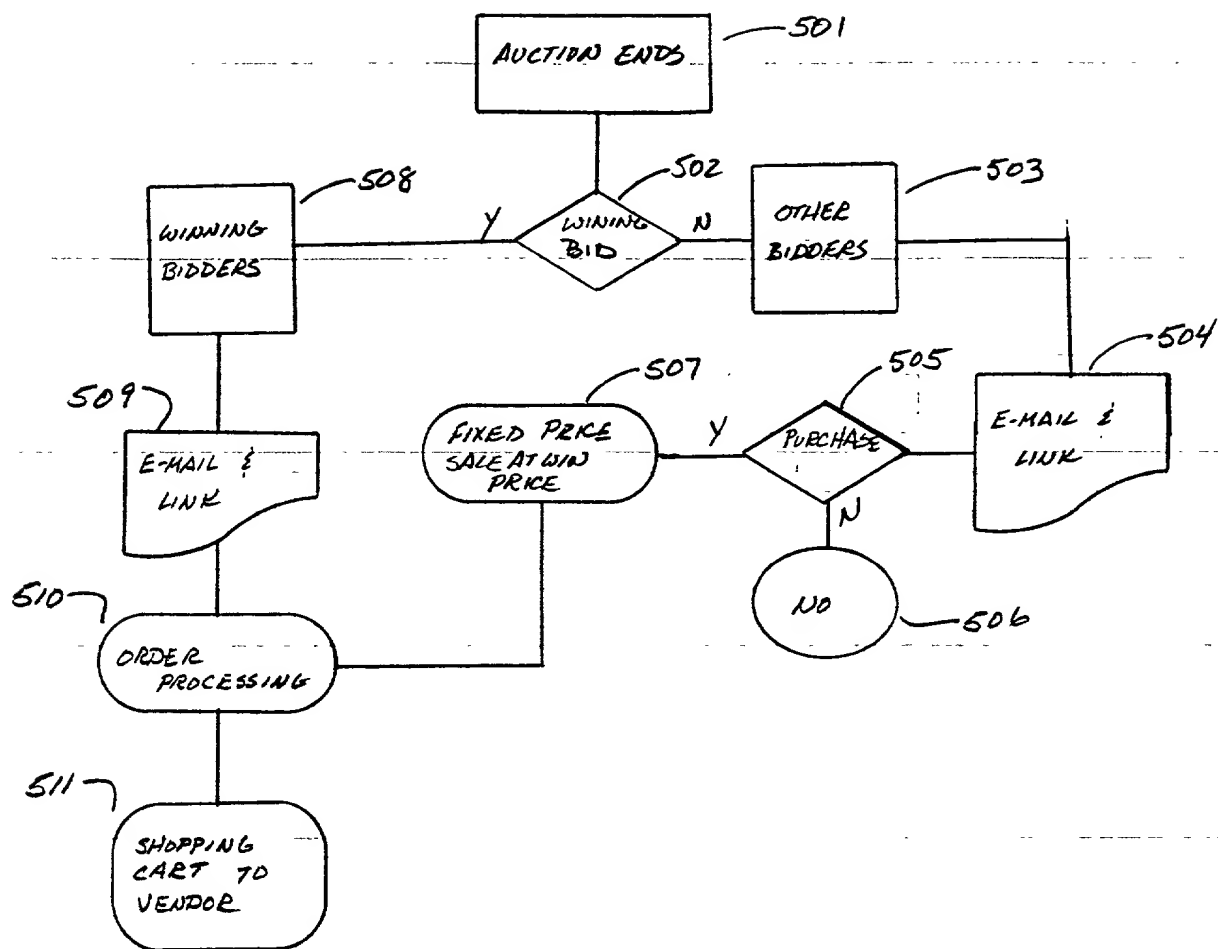


FIGURE 5

004080 "050E2960

601

602

603

604

600

A: turboprice\_sample\tech1.html - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History

Address A: (\turboprice\_sample)\tech1.html Go


Welcome to  
**TurboPrice.com**  
The New Name for  
Top Name Brand Electronics

Say goodbye to  
Joe Salesman

**GARMIN II PLUS**

**Brief Description:** GPS II Plus is designed to track any over-the-road journey and offroad adventure you have in mind.

**Full Details:** Hot on the heels of the revolutionary GPS II comes GARMIN's high-powered switchable handheld: the GPS II Plus. Featuring an impressive 12 parallel channel receiver for quick satellite acquisition and enhanced reception, the GPS II Plus is designed to track any over-the-road journey and offroad adventure you have in mind. GARMIN's newest compact GPS features a state-of-the-art two-way screen display for vertical or horizontal orientation—which makes it easy to go from your vehicle to the hiking trail.



Product Code: GARIPLUS

With an external antenna for impressive reception, the GPS II Plus also boasts dedicated zoom keys, waypoint symbols, diagonal panning, auto start/stop trip timer, and average and maximum speed recordings. Just four AA batteries will provide up to 24 hours of accurate tracking and precise navigation.

Now the same pinpoint guidance used by pilots the world over is conveniently available to adventurers, regardless of their transportation means: 4x4, ATV, bicycle, motorcycle, snowmobile, boat, or on foot.

The GARMIN GPS IIPLUS, A dominating force in GPS any way you look at it.

**Retail Price: 308.99**  
**You Pay: 189.99**

To bid on this item, click here or scroll down.  
For help on bidding, click here.

Not quite what you want? See our other products currently up for bid in our eBay Auction Catalog.

FIGURE 6a

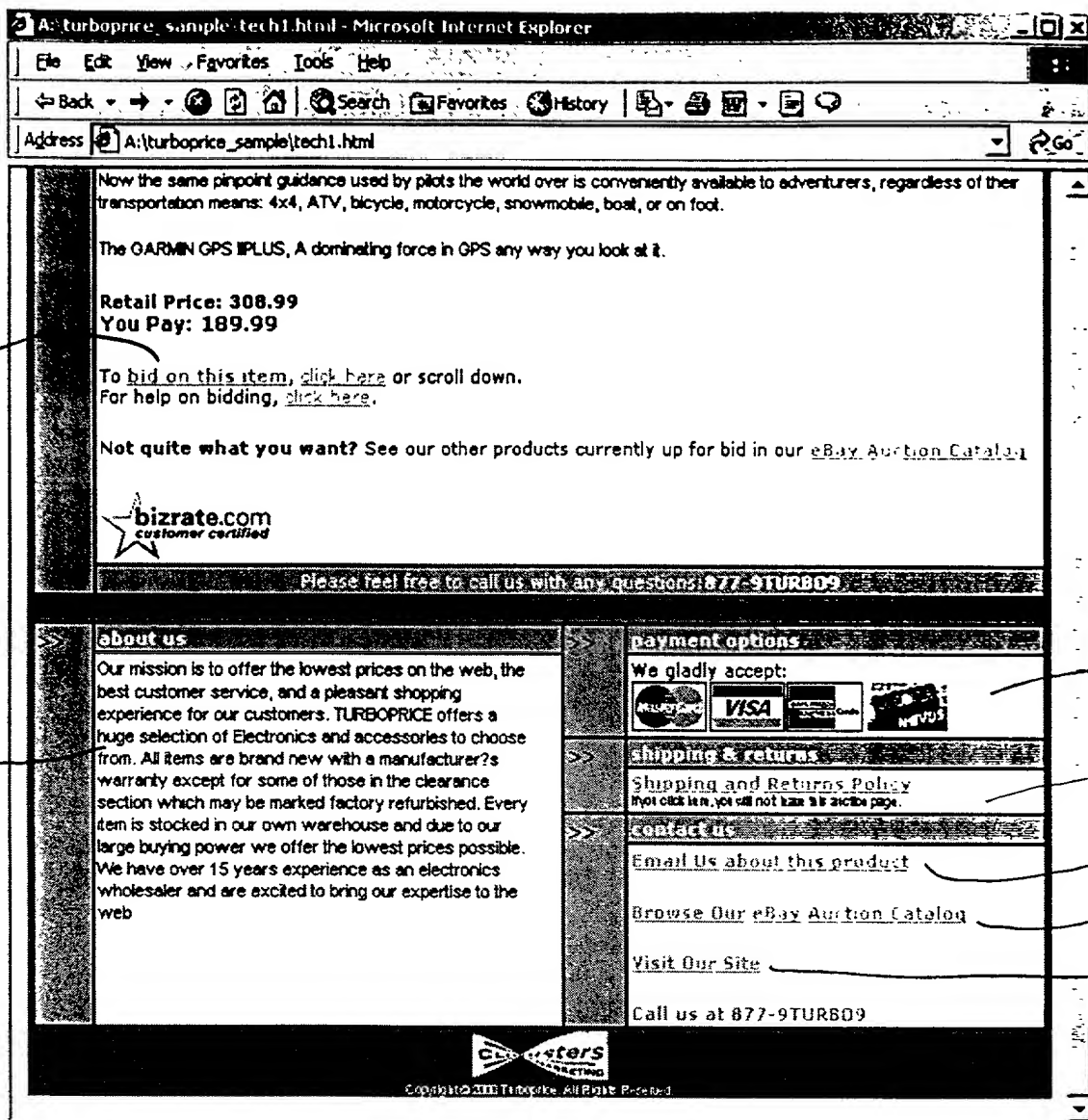


FIGURE 6b

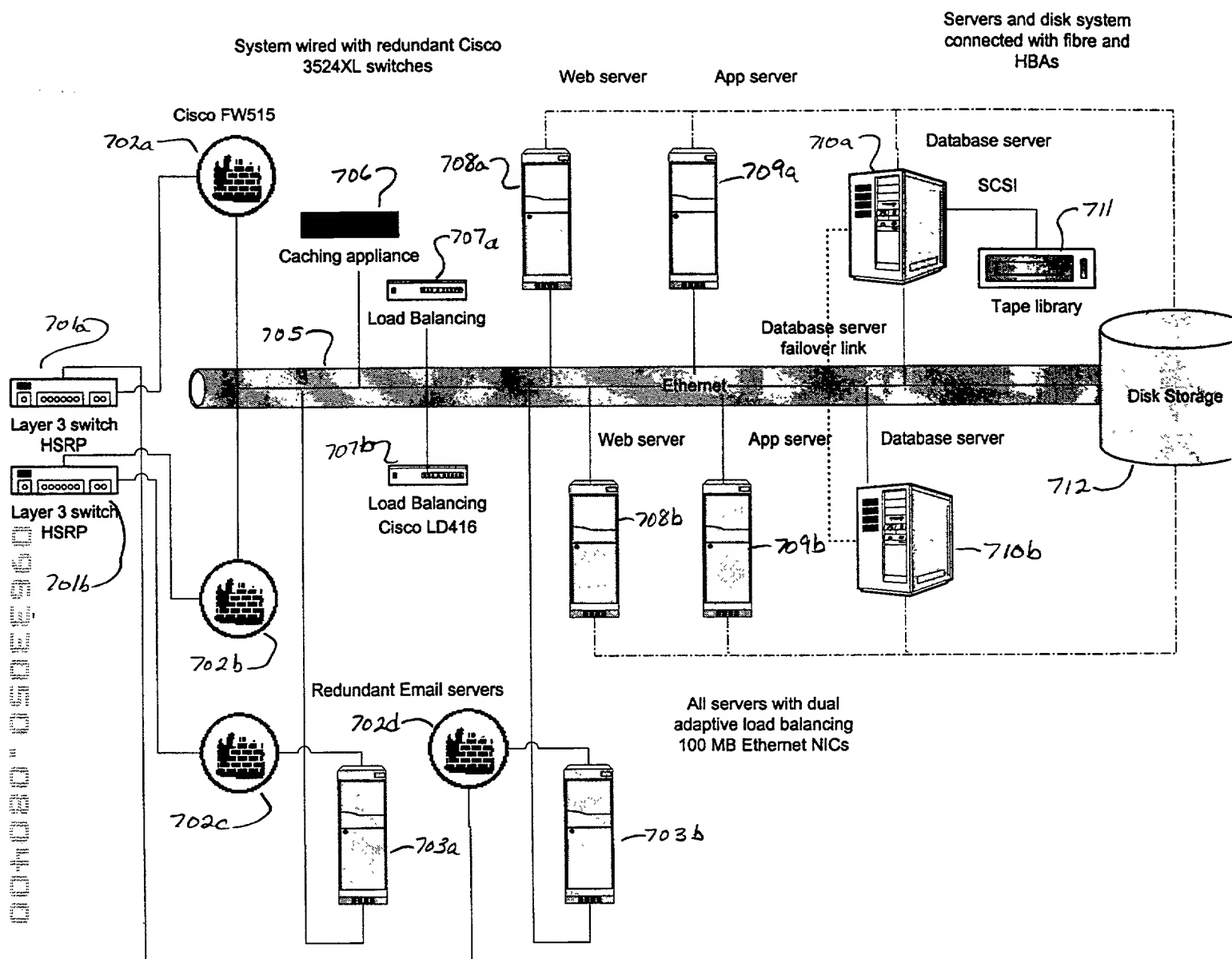


FIGURE 7

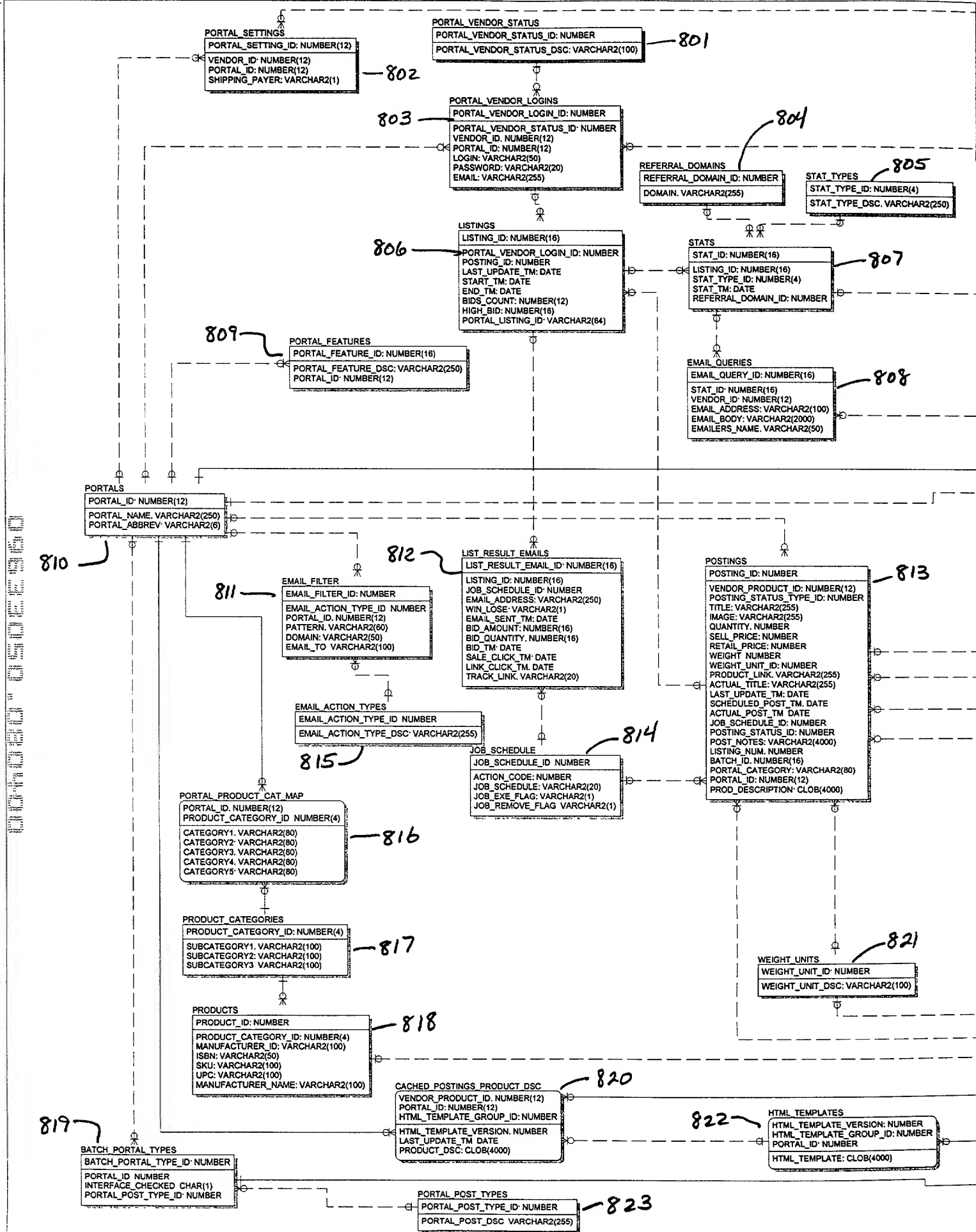


FIGURE 8a



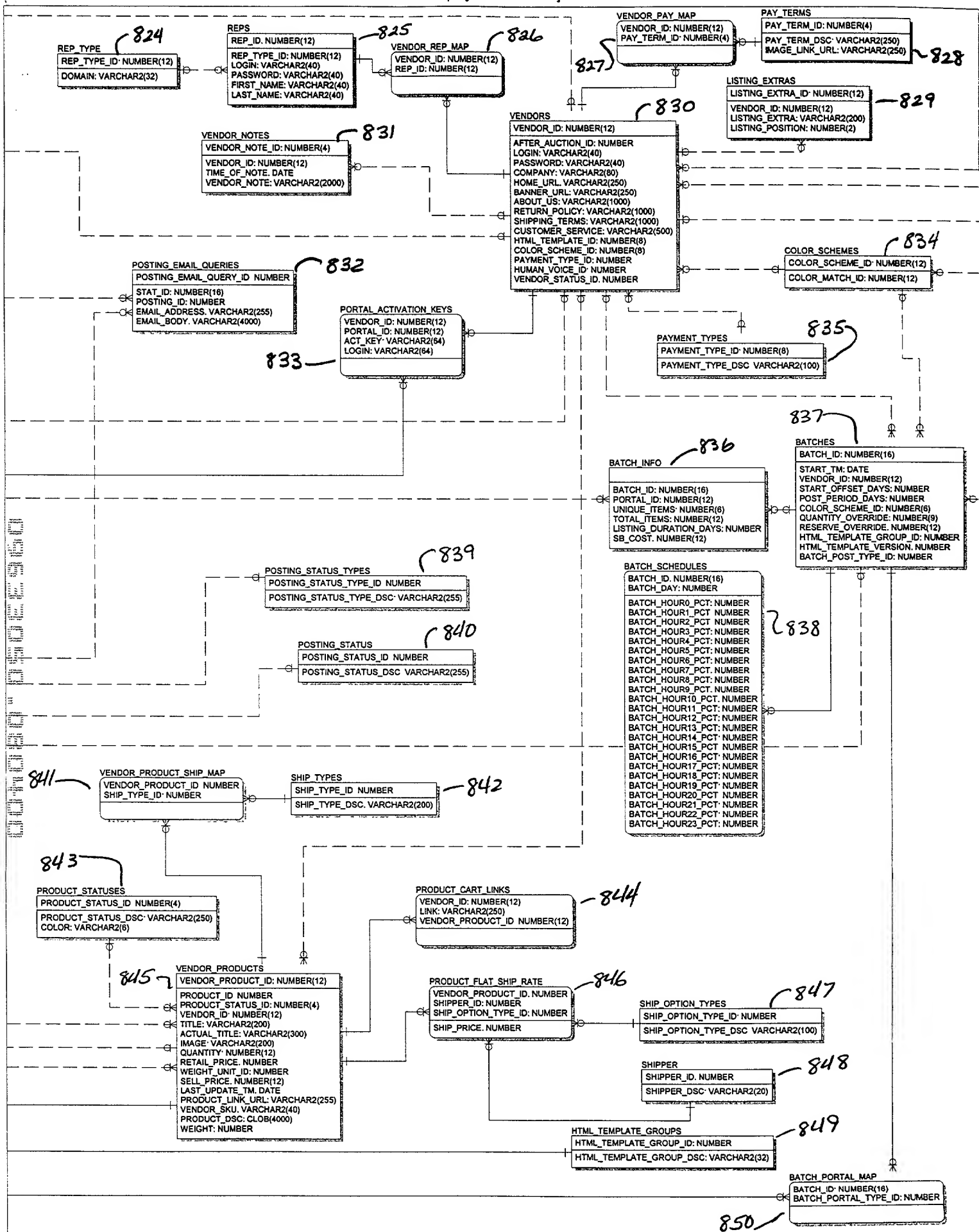


FIGURE 86

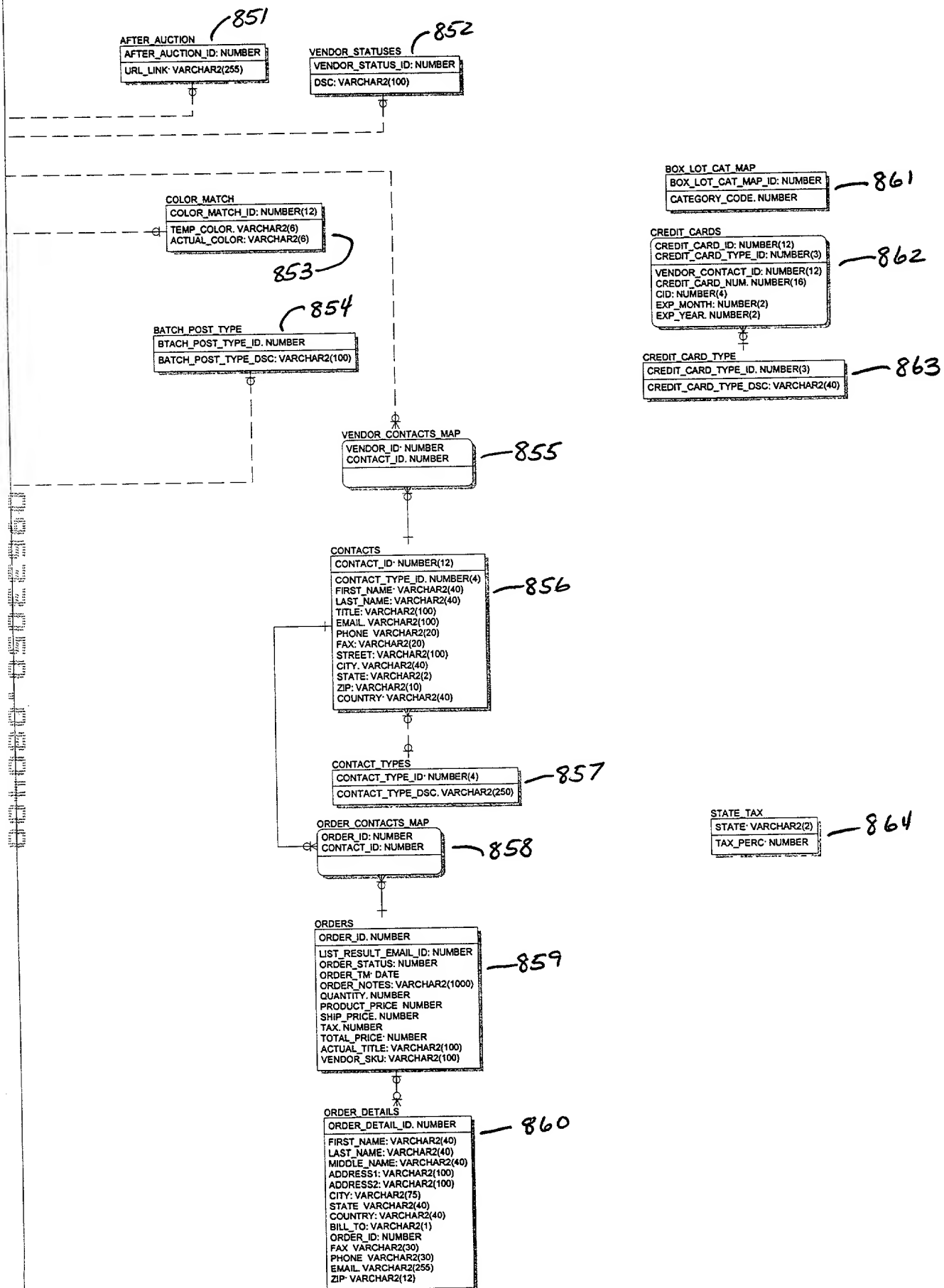


FIGURE 8c

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

INVENTORS: Bjorn Espenes  
Terry Haas  
Jalali Hartman  
Eric Maas

ASSIGNEE: n/a

SERIAL NUMBER: n/a

DATE FILED: n/a

TITLE: METHOD AND SYSTEM FOR MANAGING ON-LINE  
SELLING

ATTORNEY DOCKET: 4279 P

Assistant Commissioner for Patents  
Box PATENT APPLICATION  
Washington, DC 20231

**DECLARATION FOR PATENT APPLICATION**

Honorable Assistant Commissioner:

As the below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe that I am an original, first and sole inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled **METHOD AND SYSTEM FOR MANAGING ON-LINE SELLING** the specification of which

☒ is attached hereto

☐ was filed on \_\_\_\_\_  
as Application Serial No. \_\_\_\_\_  
and was amended on \_\_\_\_\_ (if applicable).

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the examination of

this application in accordance with Title 37, Code of Federal Regulations, § 1.56(a).

I hereby claim foreign priority benefits under Title 35, United States Code, § 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

Prior Foreign Application(s)			Priority	Claimed
_____	_____	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> No
(Number)	(Country)	(Date)		
_____	_____	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> No
(Number)	(Country)	(Date)		
_____	_____	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> No
(Number)	(Country)	(Date)		

I hereby claim the benefit under 35 U.S.C. § 119(e) of any United States provisional application(s) listed below.

Prior Provisional Application(s)	
_____	_____
(Application No.)	(Filing Date)
_____	_____
(Application No.)	(Filing Date)
_____	_____
(Application No.)	(Filing Date)

I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, § 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

Prior United States Application(s):

_____	_____	_____
(Application No.)	(Filing Date)	(Status - patented, pending, abandoned)
_____	_____	_____
(Application No.)	(Filing Date)	(Status - patented, pending, abandoned)
_____	_____	_____
(Application No.)	(Filing Date)	(Status - patented, pending, abandoned)

### Power of Attorney

I hereby appoint Lloyd W. Sadler (Reg. No. 40,154) and Daniel P. McCarthy (Reg. No. 36,600) as my representatives and attorneys and/or agents to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith. All communications should be directed to Mr. Sadler at the following address or telephone number:

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(801) 323-9399 - telephone  
(801) 323-9396 - facsimile

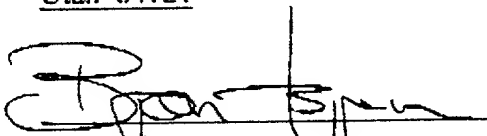
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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Citizenship: Norwegian

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Inventor's Signature:

Date:

  
8/14/2000

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Date: \_\_\_\_\_

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8/4/2000

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